

Co-operative Marketing with VisitBritain

Internal Process

VisitBritain rates the submission based on the scoring criteria below.

Scoring Criteria	Definition
<p>4 – Excellent (4 marks awarded for demonstrating each point)</p>	<ul style="list-style-type: none"> • Matched funding £250K plus • % split of matched funding is above 51% • Has demonstrated excellent ability to deliver regional and seasonal dispersal • Has demonstrated excellent value benefits through brand resonance, improved access etc. • Has presence in more than 6 markets • Consumer reach 250,000 plus • Has demonstrated an extensive digital footprint • Has fully demonstrated how they can work to short lead-times • Has fully demonstrated how they can provide value for money
<p>3 – Good /Adequate (3 marks awarded for demonstrating each point)</p>	<ul style="list-style-type: none"> • Matched funding £150K - £250K • % split of matched funding is a minimum of 50% • Has demonstrated a good ability to deliver regional and seasonal dispersal? • Has demonstrated good value benefits through brand resonance, improved access etc • Has presence in 4-5 markets • Consumer reach 50,000 – 250,000 • Has demonstrated an good digital footprint • Has reasonably demonstrated how they can work to short lead-times • Has reasonably demonstrated how they can provide value for money
<p>2 – Needs Work (2 marks awarded for demonstrating each point)</p>	<ul style="list-style-type: none"> • Matched funding £100K - £150K • % split of matched funding is between 25%-49% • Has demonstrated adequate ability to deliver regional and seasonal dispersal • Has demonstrated adequate value benefits through brand resonance, improved access etc • Has presence in 2 -3 markets. • Consumer reach 25,000 – 50,000 • Has demonstrated a minimum digital footprint • Has only minimally demonstrated how they can work to short lead-times • Has only minimally demonstrated how they can prove value for money

<p>1 – Not Evident (0/1 marks awarded for demonstrating each point)</p>	<ul style="list-style-type: none">• Matched funding less than £100K• % split of matched funding is less than 25%• Has demonstrated little or no ability to deliver regional and seasonal dispersal?• Has demonstrated little or no value benefits through brand resonance, improved access etc.• Has presence in only 1 market• Consumer reach less than 25,000• Has demonstrated an little or no digital footprint• Has demonstrated little or no examples to how they can work to short lead-times• Has demonstrated little or no examples to how they can prove value for money
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A partner must score a minimum of **18** in order to be registered on the VisitBritain database.

For example – Company ABC have completed the criteria below.

Specific Evaluation Criteria /Scoring	0 – 1 point awarded	2 points awarded	3 points awarded	4 points awarded	Score
Level of match funding	<£100K	£100K-£150K	£150K-£250K X	>£250K	3
Split of match funding contribution	< 25%	25% - 49%	50% X	>51%	3
Ability to deliver regional and seasonal dispersal	Have route available from 15 European destinations into 8 British destinations including Bristol, Cardiff, Glasgow, Liverpool, Manchester etc. These routes run all year round.				4 (provided excellent examples)
Ability to demonstrate value benefits through brand resonance, improved access etc.	Our brand is celebrating its 30 th year anniversary this year and has for the last 3 years been awarded various ‘Best carrier’ according to XX magazine. We’re named in the top 50 European brands and continue to be one of the fastest growing carriers in Europe.				4 (provided excellent examples)
Ability to scale activity to cover more than one market.	1 market	2 - 3 markets	4 – 5 markets X	6 plus markets	3
Ability to demonstrate reach to consumers	<25,000	25,000 – 50,000	50,000 - 250,000	250,000 plus X	4
Extent of digital footprint e.g. database size, website users per month etc.	1M UVs to website per month, 800,000 strong database, 2M global Facebook fans, 1M Twitter followers, 600,000 Instagram followers and 450,000 Google + fans.				4 (provided excellent examples)
Ability to respond in a timely way to specific and short term opportunities to generate incremental visits to Britain. For e.g. sudden increase in demand, a special event, changes in local market conditions etc.	Provide an example of when you have been able to respond quickly to any of the examples previous references. For e.g. France has had their worst Summer on record for rain and Britain has been hot and sunny. Could be the ideal opportunity to target French consumers with a British campaign.				3 (provided good examples)
Ability to demonstrate value for money across all purchases made by partner	Our average annual marketing spend globally is £15M so with this we can gain enormous economies of scale across media buys. We can provide you with proof of the savings we would make. Using our internal design team we can take the concepts created by the agency and make any tweaks / re-sizes for various channels to save on agency costs.				4 (provided excellent examples)